

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re: Matz

Serial No.: 10/726,727

Filed: December 2, 2003

For: SYSTEM AND METHOD FOR PROVIDING A PERSONALIZED CHANNEL

Confirmation No.: 6346

Examiner: Jun Fei Zhong

Group Art Unit: 2426

March 25, 2011

Mail Stop RCE

Commissioner for Patents

Box 1450

Alexandria, VA 22313-1450

**AMENDMENT ACCOMPANYING REQUEST
FOR CONTINUED EXAMINATION**

Please enter the following Amendment before examining the present application, which is accompanied by a Request for Continued Examination (RCE) of Serial No. 10/726,727 filed December 2, 2003. Assignee provides the present Amendment to address the issues raised in the Final Office Action ("Final Action") mailed December 28, 2010. Assignee provides the present Amendment pursuant to the rules stated in revised 37 C.F.R. 1.121 that became effective on July 30, 2003.

It is not believed that an extension of time and/or additional fee(s)-including fees for net addition of claims-are required, beyond those that may otherwise be provided for in documents accompanying this paper. In the event, however, that an extension of time is necessary to allow consideration of this paper, such an extension is hereby petitioned under 37 C.F.R. §1.136(a). Any additional fees believed to be due in connection with this paper may be charged to our Deposit Account No. 50-0220.

Amendments to the claims begin on Page 2 of this paper.

Remarks begin on Page 5 of this paper.